Community Engagement

Share Fest
November 2017
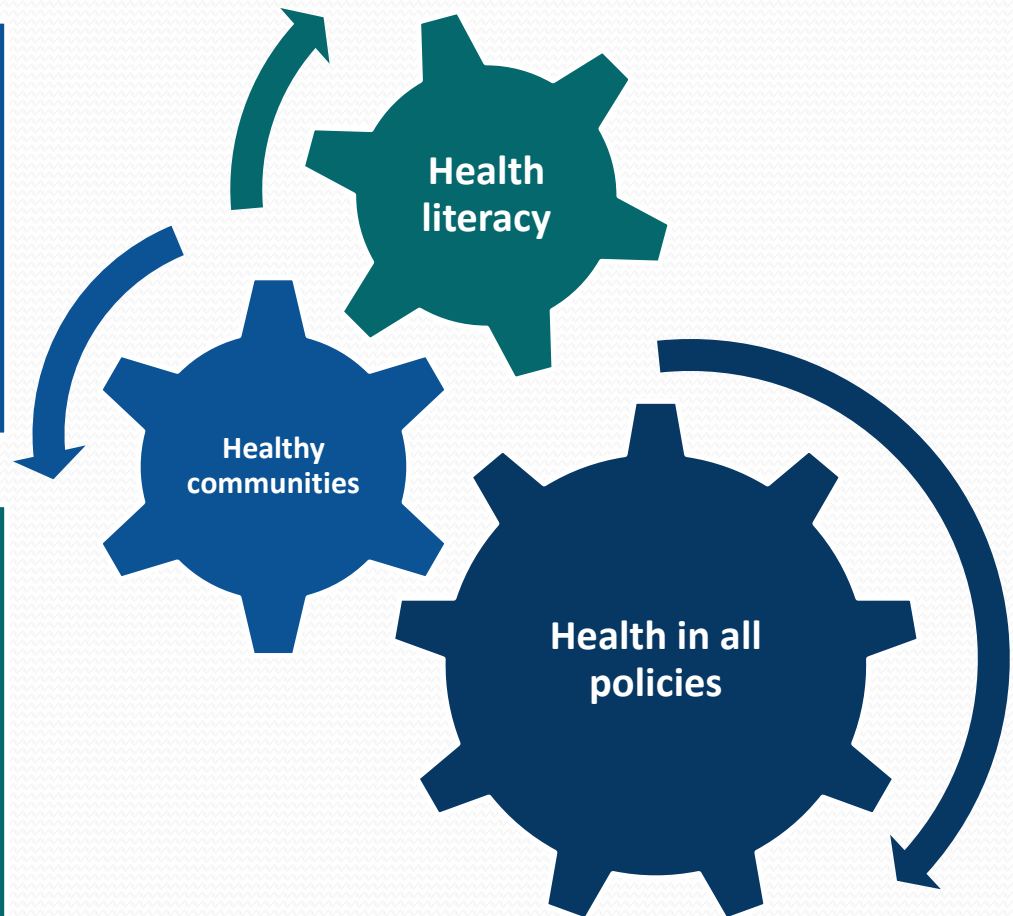
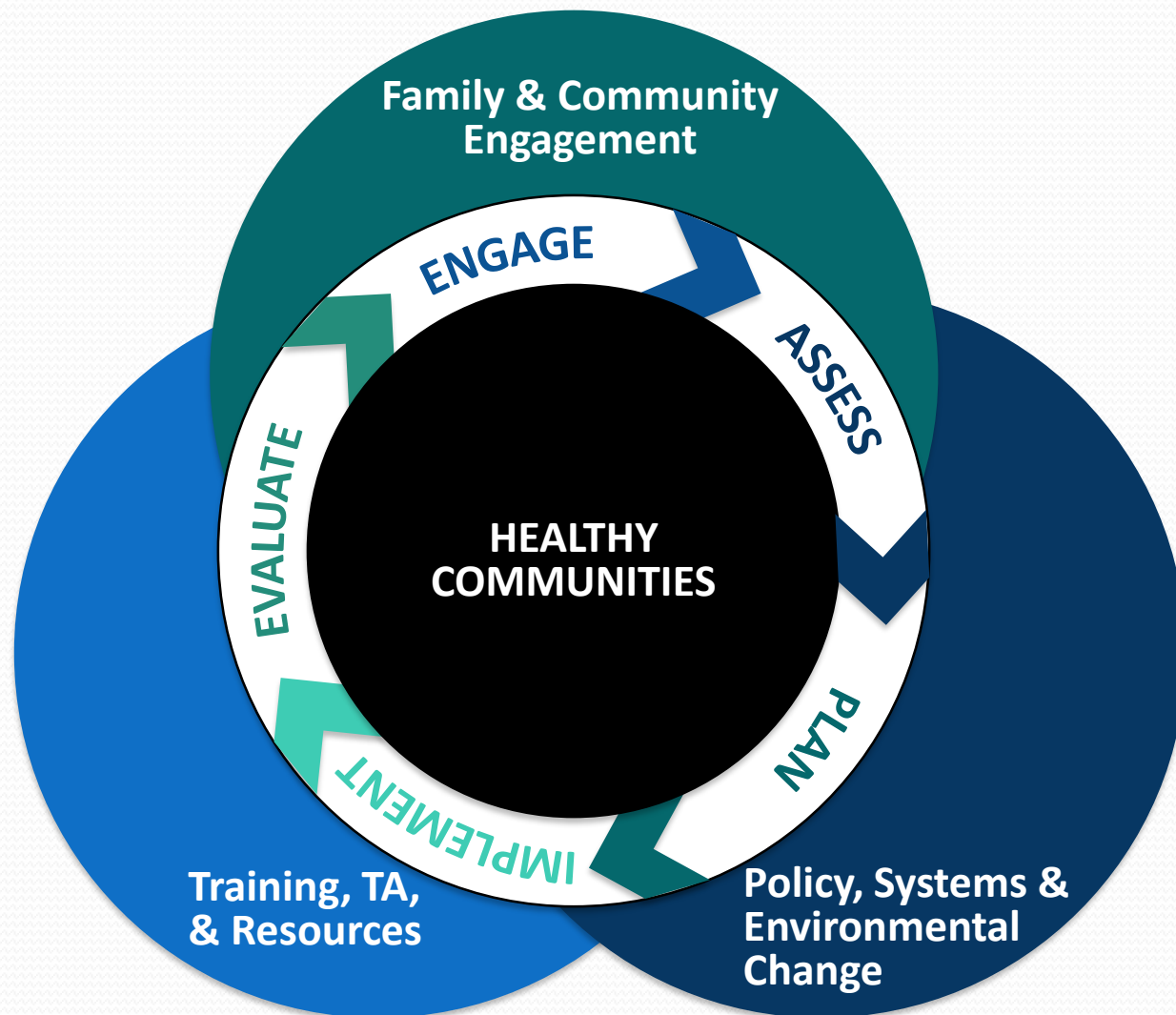Kentucky Public Health
Prevent. Promote. Protect.

Health Promotion

Enables people to increase **control** over their own health.

Addresses the root causes of ill health, not just focusing on treatment and cure.

Health literacy

Healthy communities

Health in all policies

Building Healthy Communities

Community Engagement

The **process** of building permanent relationships with community members who will **work side-by-side** with you as an **ongoing** partner, in any and every way imaginable, building an army of support for your mission, with the end **goal of making the community a better place to live.**

Objective:

- Identify and recruit formal and informal stakeholders to participate in our healthy eating and physical activity coalition's planning, implementing and evaluating process.

Identify people most affected by the issue

Who are the people most affected by the issue?

Where do they go to shop, work, socialize, access information, school or church?

In what ways can you support the other interest of these groups?

What obstacles could prevent participation?

How do you engage your community?

Consumer

- What are your needs?
- How can we meet those needs?
- *"Come participate in this awesome event we've planned!"*

Partner

- What issues in the community concern you?
- What are your community strengths?
- How can we help?
- How can you contribute to helping us find a solution?
- *"Come help us decide how to improve and design our programming so that it is something your family and neighbors want."*

What's your approach?

	AGENCY	COMMUNITY
Approach	Weakness/Deficit	Strength/Asset
Who defines the problem?	Agency	Local community
Role of decision making	Central to decision making	Resource to community problem solving
Primary decision makers	Agency	Community
Community's control of resources	Low	High
Community's potential ownership	Low	High

Benefits of Community Engagement

Reach the "hard to reach"

Formal and Informal leaders

Know the history of the community

Best architects of solutions

Build local leadership

Create positive norms

Know what works in their community

Promote ownership and participation

Levels of Engagement

Inform	Consult	Involve	Collaborate	Empower
Provide objective information	Obtain public feedback	Work with public to ensure concerns are considered	Partner with public to co-create solutions and make decisions	Give all decision-making power to public
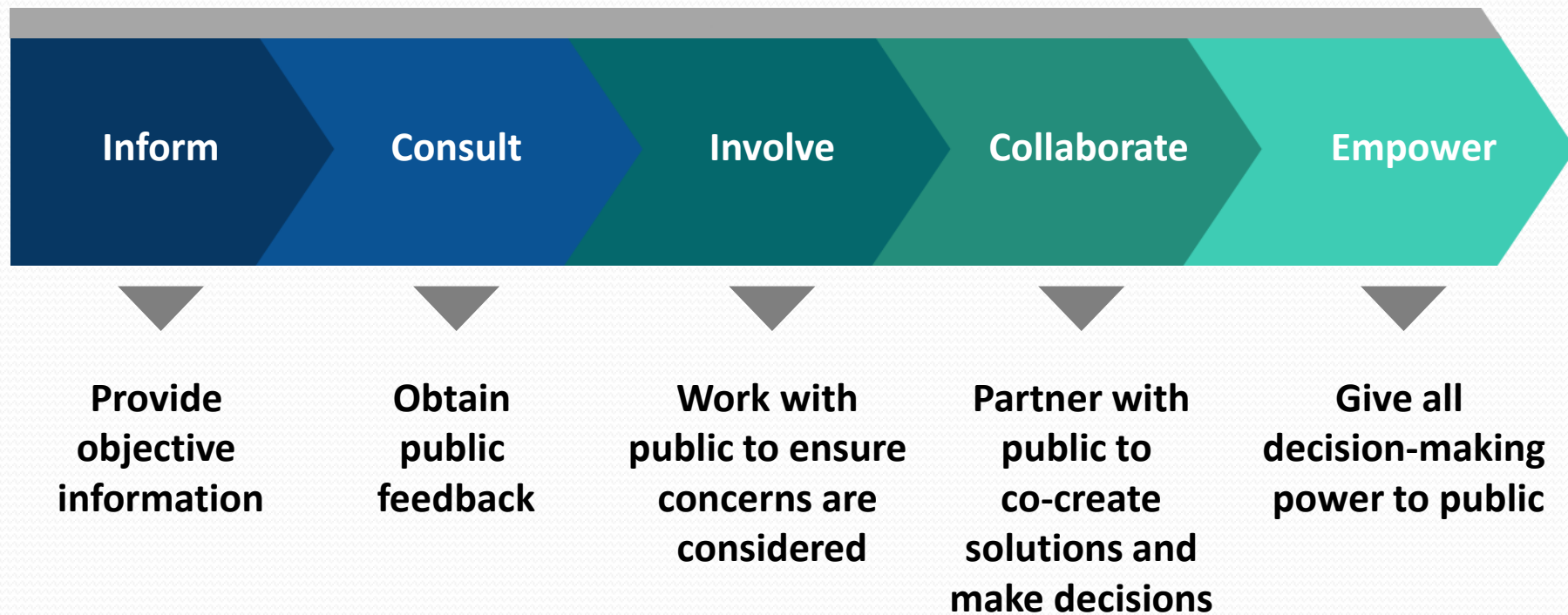
Stakeholder Analysis

Who do you have at your table? Who is missing?

What are the strengths and gaps in current membership?

Who else do we need?

Who else cares about your issue?

Different Partners

Informal	Formal

Informal
- ☐ Neighborhood Associations
- ☐ Parent Teacher Association
- ☐ Church Groups
- ☐ Youth Groups
- ☐ Tenant Association

Formal
- ☐ Health agencies
- ☐ Cooperative Extension
- ☐ Business
- ☐ Media
- ☐ Government

Who are the connectors?

People who see the good in everyone

Trusted, well-connected, and active in civic life

Know and believe in the people in their community

Enjoy connecting people together, not leading them

Community Engagement - Recruitment

Street outreach or tabling

House meetings

Small community meetings

One-on-one conversations

Focus groups

Door-to-door

Photo voice
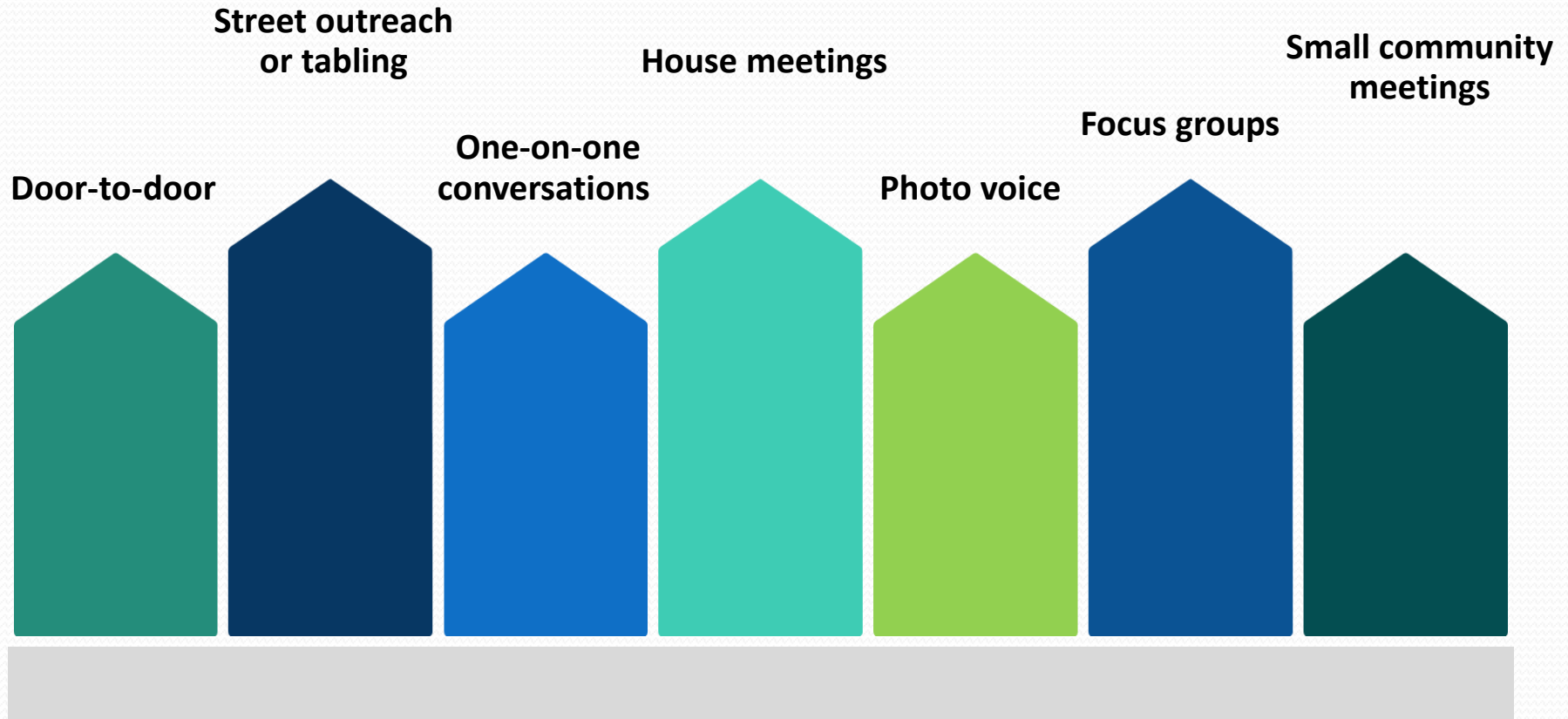
Outreach Plan: Build Relationships

Outreach Strategy	Where and When?	Who is helping?	Resources needed?
Outreach to community leaders (connectors)			
Attend Community Meetings			
Tabling			

Community Conversations

What issues in the community concern you?

What are your community strengths?

How can we help?

How can you contribute to helping us find a solution?

What are the individuals' interests, passions, and concerns?

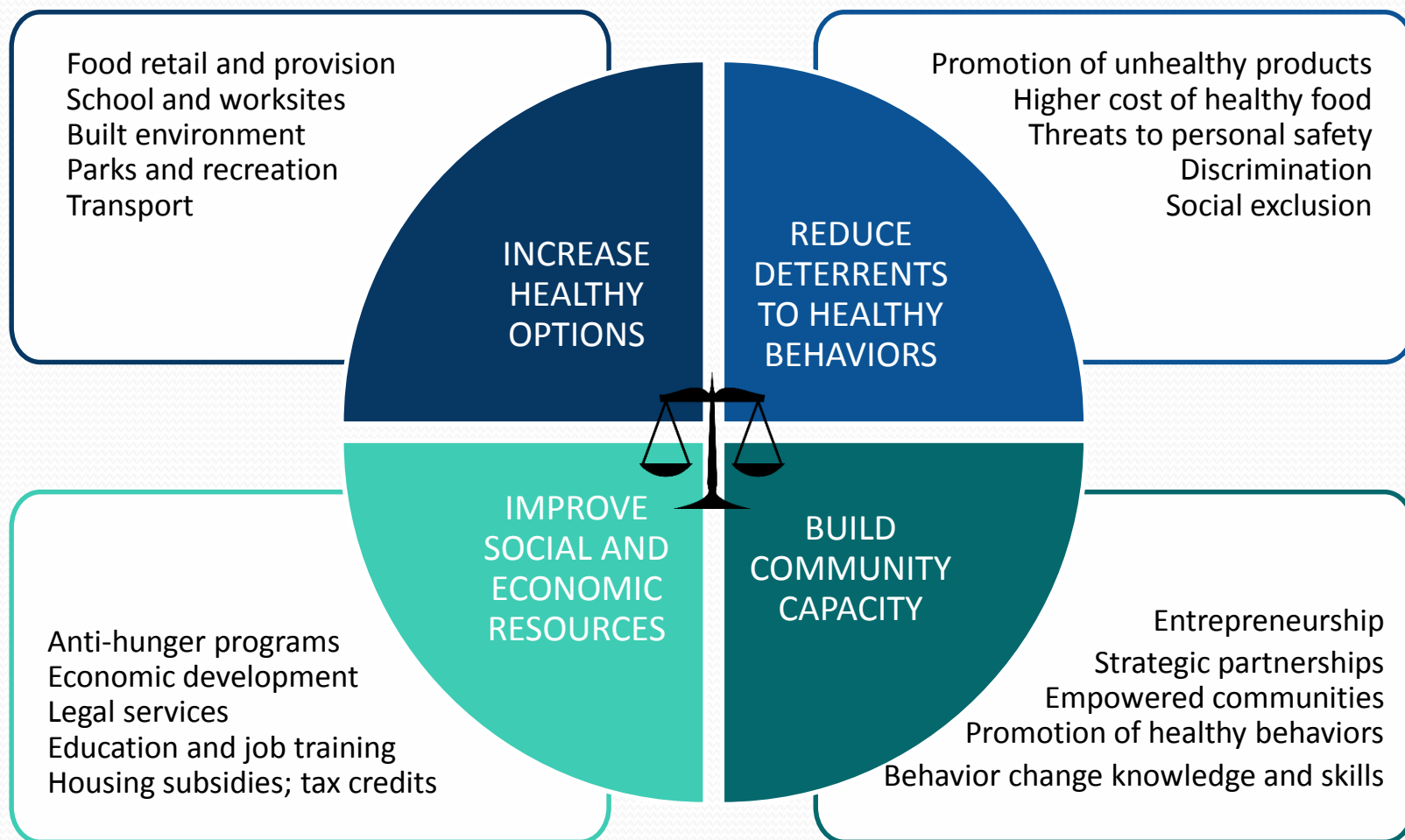*Who else should I talk to?*

Would you like to be contacted again as work progresses?

Community Capacity Building Process

Identify Connectors → Host Connectors Table → Have community conversations → Host community meeting

Adapted from the ABCD Institute - http://www.abcdinstitute.org/docs/kelloggabcd.pdf
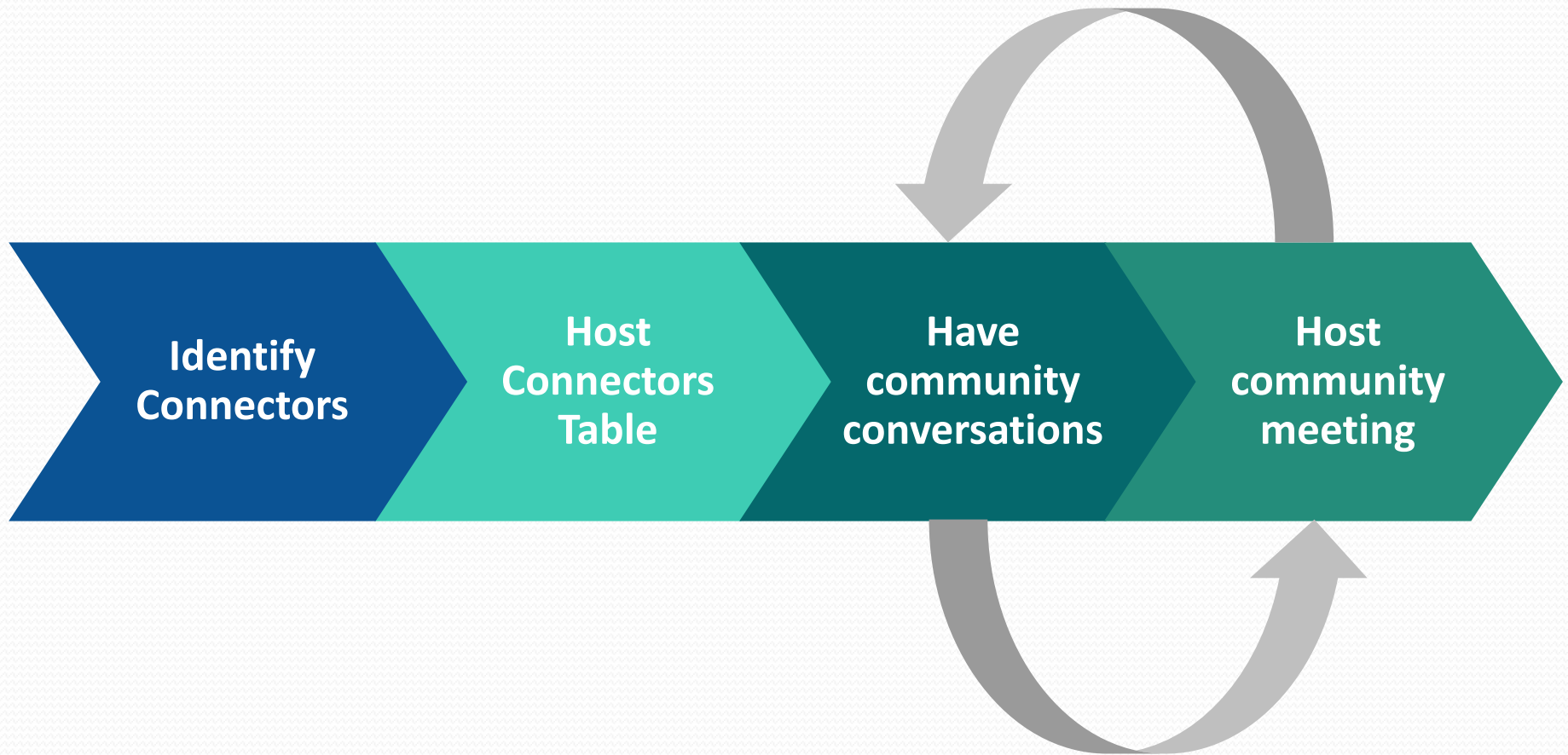
Intentionally Focus on Equity

INCREASE HEALTHY OPTIONS

Food retail and provision
School and worksites
Built environment
Parks and recreation
Transport

REDUCE DETERRENTS TO HEALTHY BEHAVIORS

Promotion of unhealthy products
Higher cost of healthy food
Threats to personal safety
Discrimination
Social exclusion

IMPROVE SOCIAL AND ECONOMIC RESOURCES

Anti-hunger programs
Economic development
Legal services
Education and job training
Housing subsidies; tax credits

BUILD COMMUNITY CAPACITY

Entrepreneurship
Strategic partnerships
Empowered communities
Promotion of healthy behaviors
Behavior change knowledge and skills

Kumanyika, S. 2017. *Getting to equity in obesity prevention: A new framework.* Washington, DC: National Academy of Medicine. https://nam.edu/wp-content/uploads/2017/01/Getting-to-Equity-in-Obesity-Prevention-A-New-Framework.pdf

What did you learn?

Where do people want improvements?
What is the expected outcome?

INCREASE HEALTHY OPTIONS

What are the barriers?
What forces are working against the healthy behavior?

REDUCE DETERRENTS TO HEALTHY BEHAVIORS

SOCIAL AND ECONOMIC RESOURCES

BUILD COMMUNITY CAPACITY

What are the inequities?
Does this intervention widen equity gap?

What is needed to participate in coalition?
What is needed to participate in intervention?

Kumanyika, S. 2017. *Getting to equity in obesity prevention: A new framework.* Washington, DC: National Academy of Medicine. https://nam.edu/wp-content/uploads/2017/01/Getting-to-Equity-in-Obesity-Prevention-A-New-Framework.pdf

Community Engagement Considerations

Acknowledge power dynamics

Address issues of class, culture, race

Be intentional on inclusion, accessibility and transparency

Outreach alone, is not engagement

Engagement is a slow process

Follow-up with clear communication

Action Steps

- Identify people most affected by the issue
- Conduct a stakeholder analysis of informal and informal partner
- Develop outreach plan to recruit new partners to coalition
- Collect qualitative data from community residents
- Share with stakeholders

Evaluation

What were the results of outreach plan?

How many formal and informal partners recruited?
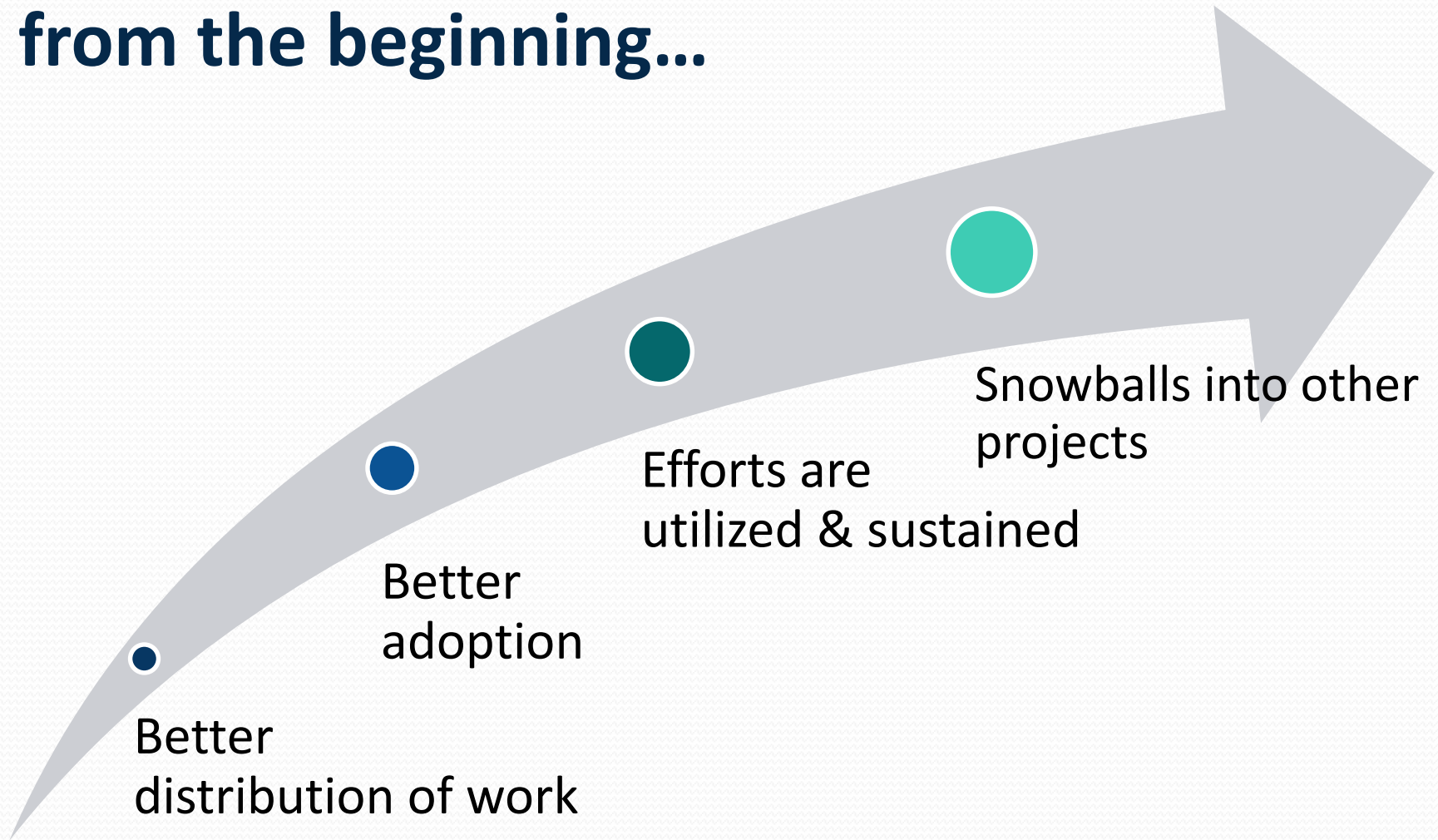
How does your community view the issue?

How many partners are participating in planning process?

What were the facilitators and barriers?

Develop a plan with the community

When people are involved and co-create from the beginning…

Better distribution of work

Better adoption

Efforts are utilized & sustained

Snowballs into other projects

Thank you!

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Kentucky Public Health
Prevent. Promote. Protect.